

As the preceding examples illustrate, marketing communications is a critical aspect of companies' overall marketing missions and a major determinant of success or failure. These objectives usually are accomplished sequentially, although are pitted against one another at times (e.g., a government agency whose mission is to "just give the folks the facts" versus another with a mission affecting public health). These and other objectives can be achieved by using a variety of marcom tools, including mobile and TV advertising, salespeople, social media (Facebook, Twitter, and YouTube), point-of-purchase displays, interactive packages, direct mail literature, group online coupons (Groupon), free samples, publicity releases, and other communication and promotional devices. We now present several marketing and marcom terms that will be useful in providing a foundation for future concepts and chapters in this text.

As you may recall from your introductory marketing course, the marketing mix consists of the specific collection of certain levels of a brand's "4Ps"—product, price, place (distribution), and promotion—all usually aimed at a specific target market. All organizations—whether firms involved in B2B exchanges, companies engaged in B2C marketing, or organizations delivering not-for-profit services (museums, symphony orchestras, anti-drug campaigns, etc.)—use various marketing communications to promote their offerings and achieve financial and nonfinancial goals.